Stibo DX CVI toolbox

Stibo DX

February 2020

This toolbox shows the basic elements of the Stibo DX identity

Examples of use – do’s and don’ts

Logos

01

Primary logo

This logo in dark blue is the primary logo to be used.

Logo variants – dynamic:
The Stibo DX toolbox comes with a dynamic, animated logo as well. Use this in presentations and online to create more awareness.

Logo variants

Logos in turquoise
and blue.

Logo variants

Logos in both positive
and negative colour.

Secondary logo

The “DX” of the logotype is freely to be used e.g. as a profile picture for LinkedIn or as a watermark in presentations (see the graphic elements section in this document)

Logo variants - dynamic:
The Stibo DX toolbox comes with a dynamic, animated secondary logo as well.
Use in presentations and online to create more awareness.

Logo variants

DX logo in turquoise
and blue.

Logo variants

DX logo in both positive and negative colours.

Logo space

A minimum of space around the logo must be maintained.

Distance to other visual elements, text and graphics ensures legibility and impact of the logotypes.

Do's and dont's

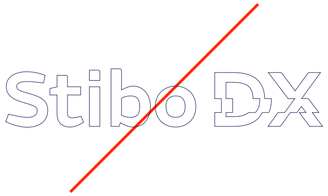
It's important that the appearance of the logotypes remains consistent. The logotypes should not be modified, misinterpreted or altered in any way.

The turquoise logo should only be used on the blue background. Otherwise use the primary blue logo.

Don't twist and twirl

Don't enlarge part of the logotype

Don't use the turquoise logo if the background is not Stibo DX blue.



Don't use the logo in outlines

The colours

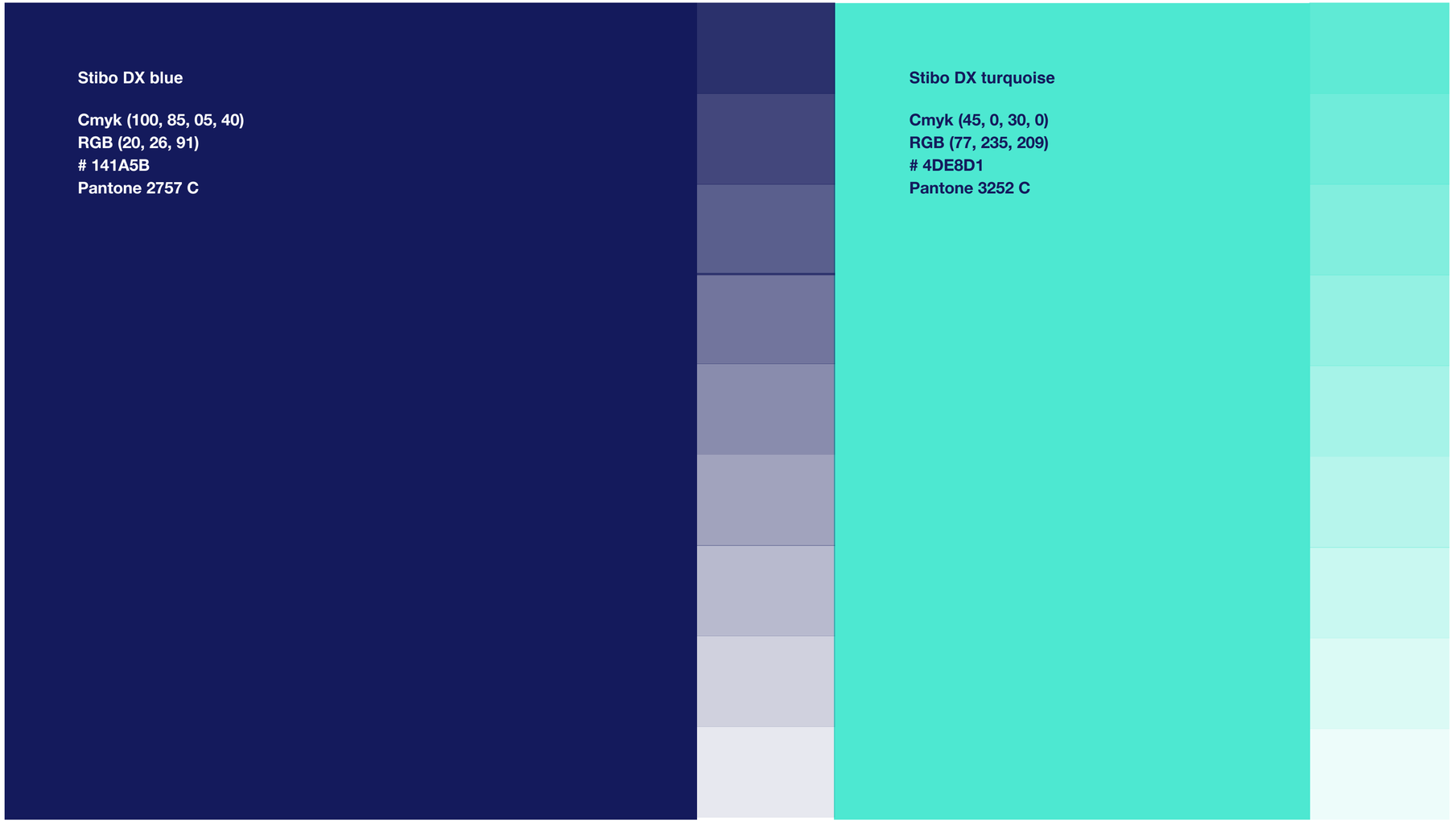
02

Primary colours

The dark blue is the main colour of the identity.
It is the solid, stable and serious part of Stibo DX.

The turquoise colour represents the innovative, playful part of Stibo DX.

Note:
For the best result in print material use the specific Pantone colour print if possible.
Regular CMYK colour print will appear slightly more flat.



Secondary colours

The secondary colours can be used to add contrast and accents to layouts and designs.

They should always be used in a combination with the primary colours. The primary colours should always be more prominent.

The secondary colours are based on the previous CUE color palette, adding a digital (RGB) twist.

RGB (207,237,252) # CFEAF7 CMYK (17,0,0,0)	RGB (255,98,66) # FF6242 CMYK (0,76,77,0)	RGB (0,93,96) # 005D60 CMYK (91,46,55,26)	RGB (253,152,61) # FD983D CMYK (0,50,85,0)

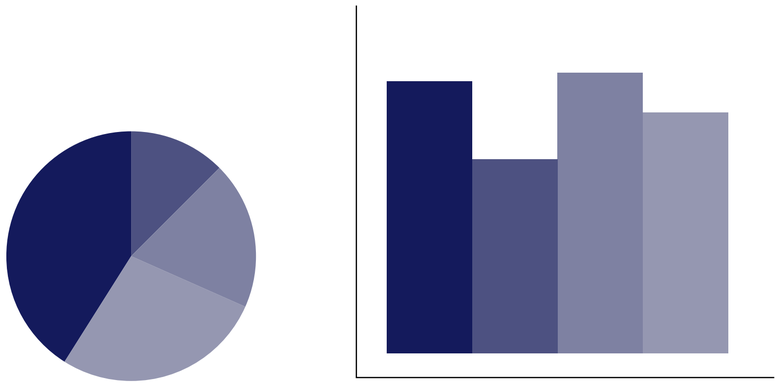
Colours - Best practice

Graphs and visuals

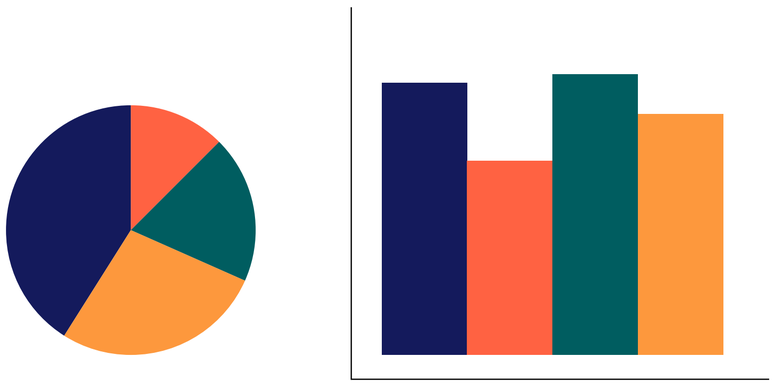
Different tints of the primary colours is preferable. This ensures a consistency across designs.

The secondary colours can be applied when additional contrast and accents are needed.

The primary colours should always be more prominent.



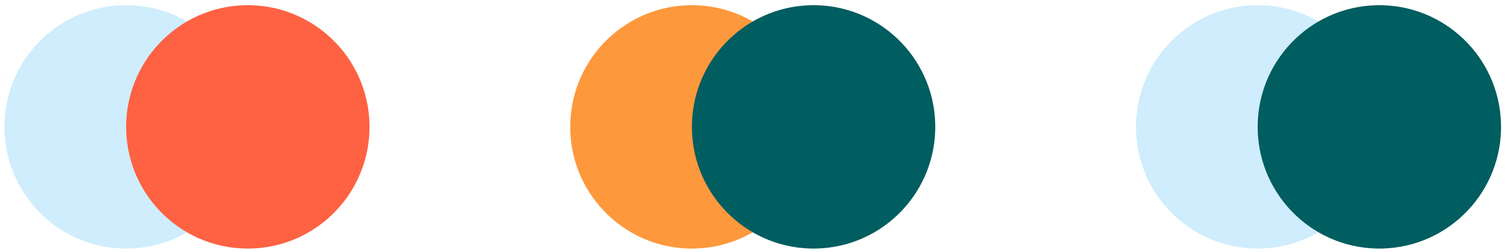
Tints of primary Stibo DX blue



Stibo DX blue and Stibo turquoise with secondary colour contrast

Rare events

In the rare event of a design that must differentiate from the primary Stibo DX look and feel, the combinations of the secondary colours to the right can be used.



Secondary colour combinations for rare events

Stibo DX Dark Blue

In some of our graphic elements we use a darker, toned down blue colour against the Stibo DX blue.

Stibo DX Dark blue

Cmyk (100, 95, 05, 55)
RGB (17, 23, 80)
 # 111750

Typography

05

The typeface of Stibo DX is Montserrat. A timeless grotesque font optimised for digital use and application.

The font files can be found in the Stibo DX CVI toolbox folder, or via Google Fonts.

MONTSERRAT

MONTSERRAT

MONTSERRAT

1234567890

!”#€%&/()=?

Light *Light*

Regular *Regular*

Medium *Medium*

Bold ***Bold***

Headlines in bold.

Introductory paragraphs in medium.

Body text in regular.

Stibo DX have a new identity

Stibo DX changed it’s name from CCI. The new name is accompanied by a new visual identity.

Pabst affogato freegan, bicycle rights echo park street art typewriter 3 wolf moon locavore authentic keytar sriracha. Woke try-hard snackwave yr, next level hell of jianbing. Post-ironic venmo four dollar toast plaid bicycle rights lo-fi ethical helvetica skateboard aesthetic gentrify yuccie. Quinoa hell of tumeric bespoke, prism neutra cardigan edison bulb cornhole VHS post-ironic man braid fanny pack echo park. Brooklyn brunch quinoa waistcoat, shaman asymmetrical freegan. Sartorial master cleanse squid brunch photo booth, vexillologist mixtape keytar banh mi biodiesel letterpress skateboard put a bird on it distillery. Lumbersexual cold-pressed dreamcatcher, fashion axe jean shorts food truck meggings microdosing. Asymmetrical PBR&B hashtag blog. Williamsburg kickstarter selvage skateboard venmo street art tote bag. Sustainable quinoa copper mug biodiesel microdosing air plant activated charcoal DIY schlitz try-hard typewriter small batch wolf palo santo. Gastropub unicorn chambray meditation sriracha microdosing chia leggings seitan. XOXO mustache lumbersexual tattooed, man bun dreamcatcher direct trade intelligentsia next level lyft chicharrones cardigan freegan brooklyn.